

## CLAIMS

We Claim:

1. A method for selling having the steps of:  
accessing a communications network by a customer;  
selecting items for viewing over said network;  
dynamically displaying images of items in response to instructions from a customer; and  
assigning a token to said customer to make a purchase of an item.
2. The method of claim 1 having the further step of using said token to make multiple purchases.
3. The method of claim 1 having the further step of using said tokens to purchase services.
4. The method of claims 1, 2 and 3 wherein said token is selected from a group of comprising a smart card, biometric device or identification device.
5. The method of claim 1 having the further step of updating a customer profile from token transactions.
6. A method for referring customer having the steps of:  
accessing a communications network;  
searching merchant inventories for items to meet a customer's specification;  
notifying customer of availability of items;

recording sale of items; and  
crediting a referring merchant.

7. The method of claim 6 wherein said search is of a database for a service provider.
8. The method of claim 6 having the further step of notifying merchants of referrals.
9. The method of claim 6 having the further step for administering the payment of referring merchants.
10. The method of claim 6 having the further step of calculating rewards based on said item sale.
11. A method for selling having the steps of:  
accessing a communications network;  
querying to determine shopping objectives;  
searching one or more merchant databases for merchandise matches in response to said query;  
displaying selected merchandise in response to said query; and  
communicating selected merchandise information over said communication network.
12. The method of claim 11 having the further step of said query communicating with a source of information on services related to said merchandise.

13. A system for selling in a communication network comprising:  
an entry portal to said communications network;  
a communication session management module communicating with said entry portal;  
a customer database accessible by said session management module for storing customer registration and transaction history;  
a video module for viewing merchandise over said portal communicating with said communication network;  
a purchase module to select merchandise for purchase; and  
an order fulfillment module to deliver selected merchandise.
14. The system of claim 13 in which said viewed merchandise is displayed in a showcase.
15. The system of claim 13 in which said merchandise is displayed in a retail showroom.
16. The system of claim 13 further comprising:  
interactive communication portals for viewing in real time.
17. The system of claim 13 further comprising:  
an audio communication capability between said portals.
18. The system of claim 13 further comprising a browser to display merchandise

offers to enrolled customers.

19. The system of claim 13 further comprising a module communicating with said purchase module to calculate awards based on merchandise sold.

20. The system of claim 13 further comprising a module for notifying customers of sales and promotions.